

## CLAIMS

I claim:

- Sub B1
1. A self-targeting coupon comprising:
    - 2 a first field comprising at least one question and a response area, wherein the
    - 3 response area includes one or more responses, each of the one or more responses on
    - 4 removable concealer; and
    - 5 one or more additional fields concealed by removable concealer, wherein
    - 6 selection of one of the one or more responses by a individual in response to the at least
    - 7 one question reveals information referring to the one or more fields concealed by the
    - 8 removable concealer.
  - 1 2. The self-targeting coupon of claim 1 wherein selection of one of the one or more
  - 2 responses is unchangeable.
  - 1 3. The self-targeting coupon of claim 1 wherein the response area comprises a
  - 2 plurality of responses.
  - 1 4. The self-targeting coupon of claim 3 wherein the information indicates one or
  - 2 more areas of the one or more additional fields to select.
  - 1 5. The self-targeting coupon of claim 4 wherein the information comprises an
  - 2 indication of the area of the one or more additional fields.
  - 1 6. The self-targeting coupon of claim 4 wherein the one or more areas of the second
  - 2 field are covered with removable concealer.

- 1 7. The self-targeting coupon of claim 6 wherein the information comprises a value.
- 1 8. The self-targeting coupon of claim 6 wherein the information comprises a symbol.
- 1 9. The self-targeting coupon of claim 6 wherein the information comprises a  
2 direction.
- 1 10. The self-targeting coupon of claim 6 wherein the information comprises one of  
2 the group that includes: a color, a font, a shape, an art work, a form, and a characteristic.
- 1 11. The self-targeting coupon of claim 1 wherein the at least one question comprises a  
2 plurality of questions, each of the plurality of questions associated with a distinct set of  
3 responses in the response area, each response in each of responses being on a removable  
4 concealer, wherein a individual selects one response in each set of responses by removing  
5 the removable concealer thereon to reveal the information to determine an area of the  
6 second field to select.
- 1 12. The self-targeting coupon of claim 11 wherein the plurality of responses to the  
2 plurality of questions indicates a individual preference.
- 1 13. The self-targeting coupon of claim 11 wherein information under the removable  
2 concealer of more than one of the plurality of responses to the plurality of questions is  
3 required to determine an area of the second field to select.
- 1 14. A method of targeting a coupon comprising:  
2 selecting a response in a first field including at least one question and at least one

3 response on top of a removable concealer;  
4 removing the removable concealer to reveal information indicating an area of a  
5 second field to select; and  
6 revealing information by removing additional removable concealer from the  
7 indicated area of the second field.

1 15. The method of targeting a coupon of claim 14 wherein removing the removable  
2 concealer comprises removing the removable concealer to reveal information indicating  
3 an area of a plurality of fields to select.

1 16. The method of targeting a coupon of claim 14 wherein revealing information  
2 comprises revealing information by removing additional removable concealer from the  
3 indicated area of the plurality of fields.

1 17. The method of targeting a coupon of claim 14 wherein revealing information  
2 includes revealing a value to a individual.

1 18. The method of targeting a coupon of claim 14 wherein revealing information  
2 includes revealing a direction to a individual.

1 19. The method of targeting a coupon of claim 14 wherein revealing information  
2 includes revealing a symbol to a individual.

1 20. The method of targeting a coupon of claim 14 wherein revealing the information  
2 to the individual includes revealing one of the group that includes: a color, a font, a  
3 shape, an art work, a form and a characteristic.

1 21. The method of targeting a coupon of claim 14 wherein revealing the information  
2 to the individual includes not revealing a value to the individual.

1 22. The method of targeting a coupon of claim 13 wherein revealing the information  
2 to the individual includes not revealing a direction to the individual.

1 23. The method of targeting a coupon of claim 14 wherein revealing the information  
2 to the individual includes not revealing a symbol to the individual.

1 24. The method of targeting a coupon of claim 14 further comprising:  
2 selecting more than one response on top of removable concealer in the first field;  
3 removing the removable concealer under each of the selected responses to reveal  
4 information indicating more than one area of a second field to select; and  
5 using the information revealed by removal of the removable concealer under more  
6 than one of the selected responses to determine the area of the second field to select.

1 25. A method of scoring a coupon comprising:  
2 scanning a coupon including a first field having at least one question and at least  
3 one answer on top of a removable concealer and a second field;  
4 ensuring that a predetermined number of answers corresponding to the number of  
5 questions in the first field is selected in the first field by removal of the removable  
6 concealer; and  
7 ensuring that only a predetermined number of areas is selected by removal of  
8 removable concealer in the second field.

1 26. The method of scoring a coupon of claim 25 further comprising:  
2 ensuring that the area selected in the second field is indicated by the information  
3 revealed by the removal of the removable concealer in the first field.

1 27. The method of scoring a coupon of claim 25 further comprising:  
2 ensuring that the area selected in the second field is NOT indicated by the information  
3 revealed by the removal of the removable concealer in the first field.

1 28. The method of scoring a coupon of claim 25 further comprising:  
2 characterizing the coupon by information revealed by the removal of removable  
3 concealer in the second field.

1 29. The method of scoring a coupon of claim 28 wherein characterizing the coupon  
2 further comprises:  
3 assigning a value to the coupon based on information revealed by the removal of  
4 removable concealer in the second field.

1 30. The method of scoring a coupon of claim 28 wherein characterizing the coupon  
2 further comprises:  
3 assigning a quantity to the coupon based on information revealed by the removal  
4 of removable concealer in the second field.

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1 31. The method of scoring a coupon of claim 28 wherein characterizing the coupon  
2 further comprises:  
3 assigning a free item to the coupon based on information revealed by the removal  
4 of removable concealer in the second field.

1 32. A self-scoring test device comprising:  
2 a first field comprising at least one question and a response areas, wherein the response  
3 area includes a plurality of responses, each on a removable concealer; and  
4 a second field, wherein selection of one of the plurality of response areas by a individual  
5 as a response to the at least one question reveals information referring to the second field  
6 is concealed by the removable concealer.

1 33. The test device of claim 32 wherein the response is selected by removal of the  
2 removable concealer so that the selection is unchangeable.

1 34. The test device of claim 32 wherein the response area further comprises a  
2 plurality of responses.

1 35. The test device of claim 34 wherein the information indicates one or more areas  
2 of the second field to select.

1 36. The test device of claim 35 wherein the information comprises an indication of  
2 the area of the second field.

1 37. The test device of claim 35 wherein the one or more areas of the second field to  
2 select are covered with removable concealer.

1 38. The test device of claim 37 wherein the additional information under the  
2 removable covering in the second field comprises a second question.

1 39. The test device of claim 37 wherein the additional information under the  
2 removable covering in the second field comprises a score.

1 40. The test device of claim 39 wherein the first field further comprises a plurality of  
2 said questions having a plurality of responses,  
3 wherein each of a plurality of responses to the plurality of questions is printed on  
4 top of a removable concealer and additional information under the removable concealer  
5 of more than one of the plurality of responses to the plurality of questions provides means  
6 for determining an area of the second field to select.

1 41. The test device of claim 37 further comprising a plurality of fields, each of the  
2 fields comprising at least one question and a plurality of answers on removable concealer,  
3 wherein information under the removable concealer of each of the plurality of answers  
4 provides information to select a next question.

1 42. The test device of claim 34 wherein at least one of the plurality of responses  
2 provides information to determine an area of the second field to select.

1 43. The test device of claim 42 wherein the information to determine the area of the  
2 second field to select comprises an indication of the area of the second field.

1 44. The test device of claim 43 wherein the indicated area of the second field  
2 comprises additional information under a removable covering.

1 45. The test device of claim 44 wherein the additional information under the  
2 removable covering in the second field comprises a second question.

1 46. The test device of claim 44 wherein the additional information under the  
2 removable covering in the second field comprises a score

1 47. The test device of claim 46 wherein the first field further comprises a plurality of  
2 said questions having a plurality of responses,  
3 each of a plurality of responses to the plurality of questions being printed on top  
4 of a removable concealer and additional information under the removable concealer of  
5 more than one of the plurality of responses to the plurality of questions provides means to  
6 determine an area of the second field to select.

1 48. The test device of claim 44 further comprising a plurality of fields, each of the  
2 fields comprising at least one question and a plurality of answers on removable concealer,  
3 wherein information under the removable concealer of each of the plurality of answers  
4 provides information to select a next question.

1 49. A method of automated answer accumulation and scoring comprising:  
2 scanning a test including a first field having at least one question and at least one  
3 answer on top of a removable concealer and a last field;  
4 ensuring that a predetermined number of answers corresponding to the number of  
5 questions in the first field is selected in the first field by removal of the removable  
6 concealer; and  
7 ensuring that only one area is selected by removal of removable concealer in the  
8 ~~last field.~~



1 50. The method of claim 49 further comprising:  
2 ensuring that the area selected in the second field is indicated by the information  
3 revealed by the removal of the removable concealer in the first field.

1 51. The method of claim 50 further comprising:  
2 characterizing the test by information revealed by the removal of removable  
3 concealer in the last field.

1 52. The method of claim 51 further comprising:  
2 assigning a score to the test based on information revealed by the removal of  
3 removable concealer in the last field.

1 53. The method of claim 51 further comprising:  
2 assigning a score to the test based on the non-removal of removable concealer in  
3 the last field.

1 54. The method of claim 52 further comprising:  
2 ensuring that responses are selected only for questions referred to by information  
3 revealed by the removal of removable concealer under selected answers.

1 55. The method of claim 54 further comprising:  
2 ensuring that only questions referred to by information revealed by the removal of  
3 removable concealer under selected answers are revealed.

1 56. The method of claim 49 further comprising accumulating codes on top of  
2 removable concealer to determine the score after the test is completed.

1 57. The method of claim 49 further comprising accumulating codes on top of  
2 removable concealer to determine the score simultaneously with the answer being  
3 selected.

1 58. The method of claim 49 further comprising accumulating codes under removable  
2 concealer to determine the score after the test is completed.

1 59. The method of claim 49 further comprising accumulating codes under removable  
2 concealer to determine the score simultaneously with the answer being selected.

1 60. A method of taking a self-scoring test comprising:  
2 selecting a response in a first field including at least one question and at least one  
3 response on top of a removable concealer;  
4 removing the removable concealer to reveal information indicating another area to  
5 select;  
6 selecting the indicated area in one or more other fields; and  
7 revealing information of use to a individual by removing additional removable  
8 concealer from the indicated area of the one or more other fields;

1 61. The method of taking a self-scoring test of claim 60 wherein revealing the  
2 information of use to the individual includes revealing a score of use to the individual  
3 during the test.

1 62. The method of taking a self-scoring test of claim 60 wherein revealing the  
2 information of use to the individual includes revealing a score of use to the individual at  
3 the end of the test.

1 63. The method of taking a self-scoring test of claim 60 further comprising:  
2 selecting a predetermined number of responses in the first field corresponding to the  
3 number of questions in the first field; and  
4 removing removable concealer under each of the responses to reveal information  
5 indicating an area of another field to select.

1 64. The method of taking a self-scoring test of claim 63 wherein revealing the  
2 information of use to the individual includes revealing a score of use to the individual.

1 65. The method of taking a self-scoring test of claim 60 wherein revealing the  
2 information of use to the individual includes revealing a question in the other field and  
3 further comprises:  
4 revealing information to determine another area to select by removing removable  
5 concealer under a selected response to the question in the other field.

1 66. The method of taking a self-scoring test of claim 60 further comprises:  
2 revealing questions indicated by information under selected responses; and  
3 revealing information by removing removable concealer under responses to the  
4 revealed questions until the revealed information is a score.

1 67. A self-scoring computer test having a plurality of portions comprising:  
2 a first field having at least one question and a response area; and  
3 one additional field wherein the response area includes at least one response such  
4 that the selection of the at least one response to the at least one question reveals  
5 information referring to the at least one additional field.

1 68. The self-scoring computer test of claim 67 wherein the response area further  
2 comprises a plurality of the responses.

1 69. The self-scoring computer test of claim 68 wherein at least one of the plurality of  
2 responses provides means for selecting an area of the at least one additional field.

1 70. The self-scoring computer test of claim 69 wherein the means for selecting the  
2 area of the at least one additional field comprises another question.

1 71. The self-scoring computer test of claim 70 wherein each of said plurality of said  
2 responses assigns a score to a test being taken.

1 72. The self-scoring computer test of claim 67 wherein the at least one response  
2 provides means for selecting an area of the at least one additional field.

1 73. The self-scoring computer test of claim 72 wherein said means for selecting an  
2 area of the at least one additional field to select comprises another question.

1 74. The self-scoring computer test of claim 73 wherein the selected area of the at least  
2 one additional field comprises a response area including at least one response.

1 75. The self-scoring computer test of claim 74 wherein the selected area of the at least  
2 one additional field comprises a response area having a plurality of responses.

1 76. The self-scoring computer test of claim 67 wherein the test comprises a plurality  
2 of fields comprising a plurality of questions.

1 77. The self-scoring computer test of claim 76 wherein each of the plurality of fields  
2 comprises a plurality of responses  
3 and selection of one of the plurality of responses indicates which of the plurality of  
4 questions will be selected next.

1 78. The self-scoring computer test of claim 77 wherein selection of each of the  
2 plurality of responses assigns a score to the test being taken such that the score is  
3 accumulated as the test is being taken.

1 79. A programmed learning system, comprising:  
2 a first field having at least one question and a response area wherein the response  
3 area includes a plurality of responses, each on a removable concealer; and  
4 a second field, wherein selection of one of the plurality of response areas by a  
5 individual in response to the at least one question reveals information referring to the  
6 second field concealed by the removable concealer.

1 80. The programmed learning system of claim 79 wherein the response area further  
2 comprises a plurality of the responses.

1 81. The programmed learning system of claim 80 wherein at least one of the plurality  
2 of responses provides means for selecting an area of the second field.

1 82. The programmed learning system of claim 81 wherein the means for selecting the  
2 area of the second field comprises a next topic.

1 83. The programmed learning system of claim 79 further comprising:  
2 a plurality of fields comprising each comprising at least one question and a

3 plurality of responses, each of the plurality of responses is on top of a removable  
4 concealer such that information indicating the next field to select is revealed when the  
5 removable concealer is removed.

1 84. A method of programmed learning comprising:  
2 selecting a response in a first field including at least one question and at least one  
3 response on top of a removable concealer;  
4 removing the removable concealer to reveal information indicating another area to  
5 select;  
6 selecting the indicated area in another field; and  
7 revealing information of use to a individual by removing additional removable  
8 concealer from the indicated area of the other field.

1 85. The method of programmed learning of claim 84 wherein revealing the  
2 information of use to a individual comprises revealing a next topic.

1 86. The method of programmed learning of claim 84 further comprising:  
2 selecting a predetermined number of responses on top of removable concealer in  
3 the first field corresponding to the number of questions in the first field; and  
4 removing the removable concealer under each of the responses to reveal  
5 information that cumulatively indicates another area to select.

1 87. The method of programmed learning of claim 86 further comprising:  
2 revealing information in the other area by removing removable concealer; and  
3 receiving directed information.

1 88. The method of programmed learning of claim 87 wherein receiving directed  
2 information comprises receiving information on a predetermined topic wherein the  
3 amount of the information is indicated by the responses selected.

1 89. The method of programmed learning of claim 87 wherein receiving directed  
2 information comprises receiving information on a predetermined topic wherein the  
3 difficulty level of the information is indicated by the responses selected.

1 90. The method of programmed learning of claim 87 wherein receiving directed  
2 information comprises receiving information on a topic wherein the topic is indicated by  
3 the responses selected.

1 91. A method of information gathering comprising:  
2 selecting a response in a first field including at least one question and at least one  
3 response on top of a removable concealer;  
4 removing the removable concealer to reveal information indicating another area to  
5 select;  
6 selecting the indicated area in another field; and  
7 revealing information of use to a individual by removing additional removable  
8 concealer from the indicated area of the other field.

1 92. The method of information gathering of claim 91 further comprising:  
2 revealing information in the other area by removing removable concealer; and  
3 receiving directed information.

1 93. The method of information gathering of claim 92 wherein receiving directed  
2 information comprises receiving information, wherein the amount of the information  
3 required is indicated by the responses selected.

1 94. The method of information gathering of claim 92 wherein receiving directed  
2 information comprises receiving the information contained in an additional form.

1 95. The method of information gathering of claim 92 wherein receiving directed  
2 information comprises receiving information on a topic indicated by the responses  
3 selected

1 96. A method for delivering coupons based on information gathered from a  
2 participant comprising:  
3 contacting a server;  
4 selecting a response in a first field provided by the server including at least one  
5 indication of preference printed on top of removable concealer;  
6 removing the removable concealer to reveal information indicating another  
7 area to select;  
8 selecting the indicated area in another field;  
9 revealing information of use to an individual by removing additional removable  
10 concealer from the indicated area of the field; and  
11 downloading the information of use to the individual.

1 97. The method defined in claim 96 further comprising printing out the downloaded  
2 information.



1 98. The method defined in claim 96 wherein the information of use to the individual  
2 is downloaded to a printing apparatus.

1 99. The method defined in claim 96 further comprising controlling the downloaded  
2 information to prevent multiple printing of the downloaded information using a print  
3 limit.

1 100. The method defined in claim 99 wherein the printing limit is included in a server  
2 code limiting the number of downloads permitted to a specific computer.